

## *Proclamation*

*WHEREAS*, in early 1988, local merchants formed the Park Street Business Association to focus on the revitalization of the Park Street Business District; and

*WHEREAS*, in 1991, the Community Improvement Commission created the Business and Waterfront Improvement Project to assist in the revitalization of the Park Street Business District; and

*WHEREAS*, over the past two decades, the District has grown through many successful projects to advance the goal of being a revitalized shopping district with a full inventory of both goods and services; and

*WHEREAS*, there is one critical component even more important than the brick and mortar of the District, and that is "The Customer"; and

*WHEREAS*, the Customer who shops, dines, and recreates in the Park Street Business District is the lifeblood of the District, acquiring goods and services and staying with the businesses of Park Street during the ups and downs of the economy; and

*WHEREAS*, the Park Street Business Association Board of Directors, on behalf of all the member businesses of the District, wants to extend a heartfelt thank you to all customers and the community for their past patronage and for their continued trust and confidence in the coming years.

*NOW, THEREFORE, BE IT RESOLVED*, that I, Marie L. Gilmore, Mayor of the City of Alameda, join my City Council colleagues in declaring November 5, 2011 as

*Customer Appreciation Day*

in the Park Street Business District.

*Marie L. Gilmore*

Marie L. Gilmore

Mayor

**City Council  
Agenda Item #3-B  
11-01-11**